

PATENT APPLICATION

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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OFFICIAL

In re the Application of:

ROTHMAN, *et al.*

Serial Number: 09/988,291

Filed: November 19, 2001

Title: SYSTEM AND METHOD FOR GATHERING AND STANDARDIZING
CUSTOMER PURCHASE INFORMATION FOR TARGET MARKETING

) Attorney Docket No. 47004.000180

) Examiner: G. Akers

) Group Art Unit: 3624

) Confirmation No. 8456

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AMENDMENT UNDER 37 C.F.R. §1.111

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Sir:

In response to the Office Action mailed on November 25, 2003 in the above-referenced patent application, Applicant submits the following amendments and remarks.

Amendments to the claims begin on page 2.

Remarks begin on page 12.

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01 FC:1251 110.00 DA
02 FC:1202 216.00 DA